

JOSEPH DERMER
& ASSOCIATES, INC.

104 EAST 40th STREET • NEW YORK, N. Y. 10018 • MU 7-0843

May 11, 1972

Mr. Roland E. Stewart
Executive Director
Business and Industrial Coordinating Council
46 Branford Place
Newark, New Jersey 07102

Dear Mr. Stewart:

Let me say, first of all, how pleasant Mr. Whitt and I found our meeting with you last week. I must admit that both of us were deeply impressed by the intelligence and enthusiasm you bring to your work as Executive Director of the Business and Industrial Coordinating Council. I want, also, to thank you for having sent me a copy of your January 18 speech. It is a highly moving document and could not speak more eloquently of the need for prison reform.

As I indicated to you, I believe that this firm can play a decisive role in developing foundation support for the Council sufficient to meet and well exceed present budgetary needs. I would like to spell out the ways in which we would operate.

Implementation

It should be said at the onset that prospects are unusually bright for the Council to secure considerable foundation support. This is true for a number of reasons. One reason, of course, is that the problems faced by the cities, including questions of training, employment, inter-racial relationships, etc., remain of paramount importance within the foundation world. Newark, as much as any city in the country, is identified as having the severest problems with which to cope. Nonetheless, BICC can demonstrate success in training minority people, including "hard-core unemployables," and in finding employment for them. It seeks to expand these activities, as well as others, on all levels. As such, then, the Council is in a strong position to go to foundations, not only in terms of Newark's needs, but as a pace-maker in developing programs which may be useful to other urban centers throughout the country.

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Important, also, is the fact that BICC, by nature of its location, is able to draw forth support not only from the foundations within New Jersey, but also from the many substantially endowed foundations in New York City. To this should be added the fact that the Council will shortly be celebrating its tenth birthday. In this connection, there are a number of foundations which can be approached on the basis of a one-time grant to a Tenth Anniversary Fund.

Thus, the basic elements for presenting a compelling "case" to foundations already exist. What is required is the effective marshaling of these elements to create the maximum appeal to a given foundation, and thorough-going attention to all the details involved in contacting and cultivating a foundation. This is how we propose to do so.

Basic Research

We shall, of course, familiarize ourselves with all aspects of the present programs of BICC. Our purpose in doing so is self-evident. It is to enable us to interpret to a given foundation -- accurately and thoroughly -- the rationale for supporting the program in general, or for supporting a specific program, or for supporting a new project.

Selection of Foundations

As we mentioned, prospects are good for developing substantial support to BICC from foundations. More specifically, the quite considerable number of foundations concerned with employment, with youth, with education, with inter-racial relationships, with social welfare, with economic opportunities, as well as still other subjects, all can find within the activities of the Council an area falling within their field of interest. In addition to these foundations, there are a large number of "broad purpose" and family foundations which would be prospective contributors to the Council.

Accordingly, we shall develop lists of such foundations, relying in part upon the Foundation Directory and, perhaps more significantly, on the regular research we do at the Foundation Center. The Directory is, of course, available to anyone. At the Foundation Center, we are able to learn of new foundations just coming into formation, as well as changing giving policies of existing foundations. There

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is, in addition, a considerable flow of information coming to us in the nature of our day-to-day work.

Approaches

Working in consultation with you and those members of the Board who might be suggested to us, we shall develop approaches to these foundations. The initial contact may take the form of a phone call setting up an appointment, or a letter from a Council official, which we would draft, requesting an appointment. Where necessary, we ourselves follow up by telephone to establish the appointment. In other instances, we will utilize our own relationships with foundation officials in behalf of BICC.

Presentations

There will be a need for preparation of a wide variety of foundation presentations. We shall assume responsibility for the creation of all such presentations. On occasion, a presentation from the Council may represent its first contact with a foundation. More frequently, the presentation will be sent after there has been a phone, letter, or personal contact with a given foundation. In this way, we can more effectively tailor-make the application to the foundation's requirements.

In the proper organization of the activities described above -- and in their constant, routine application -- lie, in our judgment, excellent prospects for deriving substantial funds from foundations to the Business and Industrial Coordinating Council.

Costs

We propose a one-year relationship, commencing July 1, 1972, during which time we believe we can raise substantial funds from foundations. Our fee would be \$14,400 per annum, payable in advance monthly installments of \$1,200. Out-of-pocket expenses for such items as messenger service, toll telephone, rental of mailing lists, lettershop services, travel, professional entertainment, etc., would be payable by the Council. However, in all instances where the total of such expenditures shall exceed \$40 per month, prior authorization shall be

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obtained from the Council for their incurrence. As I mentioned, we would be pleased to include a clause in our agreement enabling either party to terminate the relationship on 30 days' notice in writing.

About Us

As you know, we are a firm -- with a particular expertise in the foundation field -- specializing in serving the fund raising and public relations needs of non-profit, public service organizations such as the Business and Industrial Coordinating Council. You may wish to secure references with regard to the effectiveness of the services we render, and following is a listing of current and former clients whom you may feel free to contact.

Mr. Bertram M. Beck
Executive Director
Henry Street Settlement
265 Henry Street
New York, New York 10002

WO 2-1100

Miss Toni Taylor
Director
Vocational Advisory Service
(Miss Taylor is now Executive Director of
the YWCA, 610 Lexington Avenue, and may be
reached at 755-2700)

Mrs. Celine Marcus
Executive Director
Lenox Hill Neighborhood Association
331 East 70th Street
New York, New York

362-5481 212 744-6022

Mrs. Newton S. Arnold
Executive Director
Retarded Infants Services
386 Park Avenue South
New York, New York 10016

889-5464

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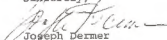
Mr. Stephen Slobadin
Executive Director
Christodora House
263 West 12th Street
New York, New York 10014

691-3120
or 201- 469-4333

Let me add this final note, Mr. Stewart. We are deeply impressed by the work and objectives of the Business and Industrial Coordinating Council. Our relationship with you would be a source of pride to us.

I look forward to hearing from you.

Sincerely,



Joseph Dermer

JD/dg